
COVID-19 EQUITY SNAPSHOT

ADVANCING A WELCOMING AND INCLUSIVE FRAMEWORK

MARCH 27, 2020



The Public Health Alliance of Southern California (Alliance) is launching the first in a series of resource newsletters we call **“The COVID-19 Equity Snapshot”** to support our partners in advancing equity in response to COVID-19. The COVID-19 Equity Snapshot is meant to serve as a consistent, curated resource, elevating key equity-focused

resources, tools and best practices (both here in California and nationally). This snapshot will also be a mechanism to disseminate tools, samples and best practice communications guidance, to provide our partners with ongoing equitable communications support and policy updates throughout their response efforts.

In this week’s snapshot, you will find information and resources related to:

- » [Advancing a Welcoming and Inclusive Framework in Response to COVID-19](#)
- » [Equity Communications Guide for Public Health Departments & Officials](#)
- » [Supporting Community Members in Reporting Incidences of Racism and Discrimination](#)
- » [Communications Strategies for Advancing Health Equity Through Housing Stability](#)
- » [COVID-19 Resource Bank from Public Health and Equity Partners](#)
- » [Equity Spotlight: A “Neighbor-to-Neighbor” Approach in the City of Long Beach](#)



ADVANCING A WELCOMING AND INCLUSIVE FRAMEWORK IN RESPONSE TO COVID-19

This week's equity framing tip comes from the [Frame Works Institute](#).

Tip #1: Deploying a Common Good Frame

It matters how we talk to - and about - each other. Effective and inclusive communication is especially important during a time of crisis.

You've probably noticed plenty of us-vs-them framing rearing its divisive head lately. Us-vs-them framing is dangerous. It can evoke fear, inflame prejudices, and drive hostility and hate. Common good framing offers an alternative.

Try connecting individual action to the common good by using a broad 'us.' A narrow focus on personal behaviors can prevent people seeing how the virus works. Use language and examples that emphasize collective action and shared outcomes.

Instead of "how to behave"

"Protect yourself and fight the virus by washing your hands and practicing social distancing. It is not safe or responsible to leave your home at this time."

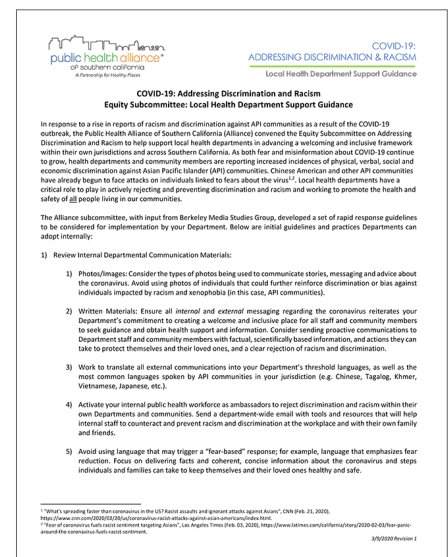
Try "how this affects us all"

"When we wash our hands and keep our distance, we protect everyone in our community. Let's come together by staying apart."

EQUITY COMMUNICATIONS GUIDE FOR PUBLIC HEALTH DEPARTMENTS & OFFICIALS

Across the public health literature, there is overwhelming evidence that social cohesion and trust play a factor in positive public health outcomes. Racism breaks down community bonds and divides us when we most need unity. At the start of this crisis, many health departments and officials reported increased incidences of Asian and Pacific Islander communities being targeted with verbal and physical assaults. Health departments request that officials strongly speak out against racism and discrimination. In response, our equity subcommittee created a guide for public health departments on addressing COVID-19 racism and discrimination, with specific messaging examples.

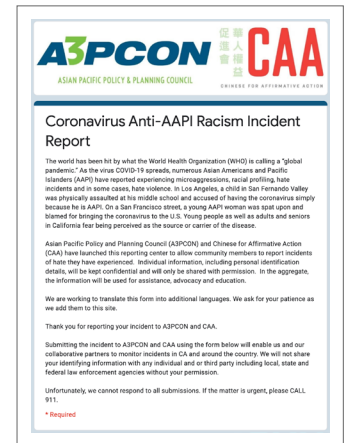
You can find the guide [HERE](#).



SUPPORTING INDIVIDUALS IN REPORTING INCIDENCES OF RACISM OR DISCRIMINATION

In response to increased incidences of [discrimination and racism](#), The Asian Pacific Policy & Planning Council (A3PCON) and Chinese for Affirmative Action (CAA) launched an online reporting center where individuals can fill out a discrimination report form. The information reported will be used to create targeted education and media campaigns and provide resources to advocate for policies to curb racial profiling. The forms are currently available in English, traditional Chinese, simplified Chinese, Korean, Thai, Japanese and Vietnamese.

Click [HERE](#) to access the online A3PCON reporting center.



COMMUNICATIONS STRATEGIES FOR ADVANCING HEALTH EQUITY THROUGH HOUSING STABILITY



Our partners from Berkeley Media Studies Group (BMSG) released a set of recommendations and examples to help public health practitioners and advocates communicate about housing and health, titled "[Talking About Health, Housing, and COVID-19: Keeping Equity at the Forefront](#)".

The guide is focused on shifting the narrative from safety during the pandemic to the importance of treating housing as essential to public health. This working document is designed to support those who are striving, amid COVID-19, to elevate equity-focused solutions in housing and health in the news and before policymakers.

Included in this working document is a link to the [BMSG Message Development Worksheet](#), designed to support you in developing messages for your target audience that work to center health equity.

COVID-19 RESOURCE BANK FROM PUBLIC HEALTH AND EQUITY PARTNERS LOCALLY AND ACROSS THE COUNTRY

Public Health Awakened, in collaboration with The Spirit of 1848, launched a crowdsourced database to inform a public health response to COVID-19 that centers equity, racial justice, collective care, and community and power building. A link to the database can be found [HERE](#).

EQUITY SPOTLIGHT

A “NEIGHBOR-TO-NEIGHBOR” APPROACH IN THE CITY OF LONG BEACH

The Alliance “Equity Spotlight” is intended to highlight in real-time efforts from Cities and Counties both here in California and nationwide, that are working to advance equity in response to COVID-19. The Spotlights are meant to showcase (not promote), these efforts for departmental consideration and adaptation. The Alliance strongly recommends that any department wishing to launch similar efforts ensure efforts comply with the most recent local, state, and federal laws, policies and guidelines.

This week’s equity spotlight is on the City of Long Beach Department of Health and Human Services. The Department of Health launched a “Neighbor-to-Neighbor” initiative in partnership with We Love Long Beach, a local, community-based nonprofit that aims to strengthen ties between neighbors. They are distributing Neighbor-to-Neighbor cards to open lines of communication and encourage community members to support one another, while still practicing effective social distancing. The cards are being distributed to City Council offices across all nine City Council districts.

The link to the Neighbor-to-Neighbor cards (in both English and Spanish) can be found [here](#).

The link to the Neighbor-to-Neighbor instruction cards can be found [HERE](#).

IMAGES FROM LONG BEACH “NEIGHBOR-TO-NEIGHBOR” COVID OUTREACH

A white form with a dark blue header. The header says "HELLO NEIGHBOR!" in large bold letters, "CITY OF LONG BEACH" in smaller letters, and "I can help you!" in a light blue box. Below the header are four lines for text input: "My name is:", "I live nearby at:", and "My number to call or text:". Below these is a section titled "If you are social distancing due to COVID-19, I can help with:" followed by four checkboxes: "Pick up groceries", "Urgent errands/supplies", "Daily check-in calls", and "Mail/Package Pick up". At the bottom is a grey box with the text: "Let me know if there is anything I can do to help. I will stay 6 feet away from you and leave items on your doorstep. You are not alone!"